

Listing of Claims:

1-16. (Cancelled)

17. (Currently Amended) A personal care product comprising:

a liquid impervious baffle;

a liquid pervious liner;

an absorbent core positioned between the baffle and the liner; and

an odor sorbent substrate positioned between the baffle and absorbent core and wrapped around the absorbent core in a manner that one or more sides are left open, wherein the substrate has a surface that is coated with a durable activated carbon ink, the activated carbon ink consisting essentially of activated carbon particles and at least one binder.

18. (Previously Presented) The personal care product of claim 17, wherein the personal care product is selected from the group consisting of diapers, training pants, absorbent underpants, adult incontinence products, and feminine hygiene products.

19-21. (Cancelled)

22. (Previously Presented) The personal care product of claim 17, wherein the activated carbon particles are present in an amount of between about 2 and 80 wt.% of the substrate on a dry basis.

23. (Previously Presented) The personal care product of claim 17, wherein the activated carbon particles are present in an amount of between about 5 and 75 wt.% of the substrate on a dry basis.

24. (Previously Presented) The personal care product of claim 17, wherein the activated carbon particles are present in an amount of between about 10 and 30 wt.% of the substrate on a dry basis.

25. (Previously Presented) The personal care product of claim 17, wherein the substrate contains a film, nonwoven web, coform web, airlaid paper web, wetlaid paper web, or a combination thereof.

26. (Previously Presented) The personal care product of claim 17, wherein the substrate contains a wetlaid or airlaid paper web.

27. (Previously Presented) The personal care product of claim 17, wherein the substrate contains a film.

28. (Previously Presented) The personal care product of claim 17, wherein the binder is a styrene-acrylic binder.

29-31. (Cancelled)

32. (Previously Presented) The personal care product of claim 17, wherein the ink is applied to the substrate as an aqueous solution.

33. (Cancelled)

34. (New) The personal care product of claim 17, wherein the activated carbon particles are present in the ink in a greater amount than the binder.

35. (New) A personal care product comprising:

a liquid impervious baffle;

a liquid pervious liner;

an absorbent core positioned between the baffle and the liner; and

an odor sorbent substrate positioned between the baffle and absorbent core and wrapped around the absorbent core in a manner that one or more sides are left open, wherein the substrate has a surface that is coated with a durable activated carbon ink, the activated carbon ink comprising activated carbon particles and a styrene-acrylic binder.

36. (New) The personal care product of claim 35, wherein the personal care product is selected from the group consisting of diapers, training pants, absorbent underpants, adult incontinence products, and feminine hygiene products.

37. (New) The personal care product of claim 35, wherein the activated carbon particles are present in an amount of between about 2 and 80 wt.% of the substrate on a dry basis.

38. (New) The personal care product of claim 35, wherein the activated carbon particles are present in an amount of between about 5 and 75 wt.% of the substrate on a dry basis.

39. (New) The personal care product of claim 35, wherein the activated carbon particles are present in an amount of between about 10 and 30 wt.% of the substrate on a dry basis.

40. (New) The personal care product of claim 35, wherein the substrate contains a film, nonwoven web, coform web, airlaid paper web, wetlaid paper web, or a combination thereof.

41. (New) The personal care product of claim 35, wherein the substrate contains a wetlaid or airlaid paper web.

42. (New) The personal care product of claim 35, wherein the substrate contains a film.

43. (New) The personal care product of claim 35, wherein the ink consists of the activated carbon particles and the binder.

44. (New) The personal care product of claim 35, wherein the activated carbon particles are present in the ink in a greater amount than the binder.

45. (New) The personal care product of claim 35, wherein the ink is applied to the substrate as an aqueous solution.